## **New Order**

Agency:

Crossroads Media LLC

Station:

WJLA-TV

Flight Start:

05/24/2012

05/31/2012

Office: Client: Alexandria 12 - CrossroadsGPS Order Type: **Cancel Date:**  Normal

Flight End: Hiatus:

Product:

Estimate:

11 - Crossroads GPS

Billing Cycle:

Monthly

Local

**Piggyback Product:** 

**Primary Demo:** 

Billing Calendar:

Local/National:

**Broadcast** 

547 - GPS VA TV 30'S 5.24-5.31.12 Received in ePort:

5/16/2012 2:15:32 PM

**Airtime Dollars:** 

\$37,300.00

Interactive Dollars:

\$0.00

Non-Airtime Dollars:

**Total Dollars:** 

\$0.00

**Total Spots:** 

\$37,300.00 15

Demo 2: Demo 3: GRP:

50.80

AE:

**Barbara Monares** 

Phone:

Rep Office:

OrderID:

2132534

**WJLA-TV** 

Status:

New

MarketShare:

CPP:

\$734.25

A35+

Comments:

Separation: 30

## **Daily Airtime Lines**

Line	Daypart	DPT				T									Totals for Entire Flig			
No	(Program)	Code	Rate	C/T	Len	5/24	5/25	5/26	5/27	5/28	5/29	5/30	5/31		Spots	Rtg	CPP	
1	ThFMTuW 6P- 6:30P ABC7 NWS AT 6	EN	\$1,600.0 0	С	30	1	0	0	0	1	0	1	0		3	2.90	\$551.72	
LPMa	sy/2011LP (pav)																	
2	ThFMTuW 7P- 7:30P WHEEL-FORTNE	PA	\$3,000.0 0	С	30	0	1	0	0	0	1	0	1		3	4.10	\$731.71	
LPM	ay/2011LP (pav)																	
3	ThFMTuW 7:30P- 8P JEOPARDY	PA	\$4,000.0 0	С	30	1	0	0	0	1	0	1	0		3	5.20	\$769.23	
LPMa	LPMay/2011LP (pav)																	
4	ThFMTuW 11P- 11:35P ABC7 NWS AT 11	LN	\$2,500.0 0	С	30	1	0	0	0	1	0	1	0		3	2.70	\$925.93	
LPMa	LPMay/2011LP (pav)								-									
5	ThFMTuW 11:35P- 12:05A ABC-NITELINE	LF	\$1,200.0 0	С	30	0	1	0	0	0	1	0	0		2	1.80	\$666.67	
LPMa	_PMay/2011LP (pav)																	
6	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.0 0	С	30	0	0	0	1	0	0	0	0		1	2.50	\$640.00	
LPMa	PMay/2011LP (pav)					i												

New Order (Page 3)

Agency: Client:

Crossroads Media LLC

Station:

WJLA-TV

Order ID:

2132534

12 - CrossroadsGPS

Product:

11 - Crossroads GPS

Estimate:

547 - GPS VA TV 30'S 5.24-5.31.12

Flight Start:

05/24/2012

Flight End:

05/31/2012

Received in ePort:

5/16/2012 2:15:32 PM

i iigiit o		00/24/2012				ı ııg	III Eliu			03/3 1	12012			Neceived in eroit.	3/ 10/20	12 2.13.32	- IVI		
Line	Daypart	DPT														Totals	Totals for Entire Flight		
No	(Program)	Code	Rate	C/T	Len	5/24	5/25	5/26	5/27	5/28	5/29	5/30	5/31			Spots	Rtg	CPP	
				Total	Spots:	3	2	0	1	3	2	3	1			15			
			Total G	RP/GIM	P(000):	10.8	5.9	0.0	2.5	10.8	5.9	10.8	4.1				50.8	-	
	Cash\$ - S	Spots: \$37,30	0.00 - 15	Trade	e\$ - Spc	ots: \$0	.00 - 0	Tot	al Cos	t: \$37,	300.00	Total	CPP/CMP: \$734.	25					